AMENDMENTS TO THE SPECIFICATION

In the Specification

Please replace paragraph [0012] on page 4 with the following amended paragraph:

[0012]   Figure 5 is a flow diagram illustrating personalized media consumption system processing, according to one embodiment of the present invention;

Please replace paragraph [0030] beginning on page 11 with the following amended paragraph:

[0030]   **Figures 4A and 4B** illustrate components of a personalized media consumption system, according to one embodiment of the present invention. Figure 4A illustrates three templates 405-415 residing within the system the system 400, according to one embodiment of the present invention. An issuer may input user identification information 405 and user preferences 410 in a smart card at the time of issuance. The system 400 may retrieve an identification template 405 from a template database for obtaining the user information 405. Similarly, the system 400 may obtain a user preference template 410 corresponding to the device chosen by the user from the template database for indentifying user preferences 410 for the device chosen. Further, a blank user history template my reside with the system, however it is typically populated 415 only after the smart card is used at least once. Upon activating the smart card into a device, such as television, the identification module 420 is activated.

Please replace paragraph [0035] beginning on page 14 with the following amended paragraph:

[0035]   In the example set forth above, according to one embodiment of the present invention, the text analyzer 445 first analyzes closed caption information, if available, noting the key terms such as Lakers, Trailblazers, dunk, assist. The audio analyzer 450 simultaneously searches for key terms in the audio of the program to determine with what frequency (e.g., how many times a week) the program is being watched. The video analyzer 455, meanwhile, analyzes motion activity of the program to determine the type of programming. For instance, a basketball game has a left-right/right-left motion as opposed to basketball news/commentary. A combination of the video analyzer 455, the [[ext]] text analyzer 445, and the audio analyzer 450 provides enough information to determine specifically what program the user is watching.

Please replace paragraph [0037] beginning on page 15 with the following amended paragraph:

[0037]   **Figure 5** a flow diagram illustrating personalized media consumption system processing, according to one embodiment of the present invention. First, the issuer issues a smart card to a user may be with initial information such as user identification information and user preferences. The user inserts the smart card into a device choosing from multiple media devices in processing block 505. The system first identifies the user in processing block 510, and then identifies the device in processing block 515. An identification template retrieved from a template database with the user and device information may be used for identification purposes. The system retrieves a user preference template corresponding to the chosen device from the template database.

User preferences associated with the device are identified using the corresponding user preference template in processing block 520. A user history template is retrieved from a template database corresponding to the device chosen by the user. The template is used to track user pattern and gather usage data in processing block 525. As mentioned above, with reference to figure 4, [[that]] a template, including the user history template, may by stored in and retrieved from any combination of sources and databases including, but not limited to, the issuer, the smart card, and the device. The analyzer analyzes the data read, listened to, and/or viewed by the user using an analyzer comprising one or more of a text analyzer, an audio analyzer, and a video analyzer in processing block 530. The analyzed data (meta description) is transferred to the database management and configuration module 465 in processing block 535.